

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) An advertisement system comprising:

a portable telephone communication terminal capable of communicating with other portable telephone communication terminals utilizing a display on said portable telephone communication terminal, and capable of automatically displaying an advertisement on said display when said display is operating in a standby mode;

a terminal management device for managing said portable telephone communication terminal; and

a plurality of advertisement broadcast devices, each advertisement broadcast device of the plurality of advertisement broadcast devices capable of storing advertisement data provided by a corresponding advertisement broadcaster of a plurality of advertisement broadcasters;

wherein said terminal management device comprises:

notification means for, when a registration request including first information representing that said portable telephone communication terminal is an automatic advertisement display terminal and second information representing a selected advertisement broadcaster of said plurality of advertisement broadcasters designated by said portable telephone communication terminal is issued by said portable telephone communication terminal, notifying an advertisement broadcast device of the plurality of advertisement broadcast devices to which the selected advertisement broadcaster corresponds of the registration request including the first information in accordance with the second information,

registration means for registering the first information and the second information when said advertisement broadcast device sends registration acceptance in response to the registration request notification from said notification means, and

display control means for, when advertisement data is received from said advertisement broadcast device which is a registration acceptance notification source, transmitting, without intervening action from a user of the portable telephone communication

terminal, the received advertisement data to said portable telephone communication terminal on the basis of the registered first information and the registered second information;

wherein the portable telephone communication terminal is configured to automatically receive the advertisement data from the terminal management device and is configured to automatically display the advertisement data on the display of said portable telephone communication terminal when said display is operating in said standby mode; and

wherein the advertisement broadcast device is able to transmit the advertisement data to the terminal management device at arbitrary times after the advertisement broadcast device sends the registration acceptance in response to the registration request notification.

2. (Previously Presented) The system according to claim 1, wherein when a registration cancel request for said portable telephone communication terminal is issued, said registration means cancels registration of the first information and the second information, and said notification means notifies said advertisement broadcast device of cancellation of registration of said portable telephone communication terminal.

3. – 4. (Cancelled)

5. (Previously Presented) An advertisement display method in a system having a portable telephone communication terminal capable of communicating with other portable telephone communication terminals utilizing a display on said portable telephone communication terminal and capable of automatically displaying an advertisement on said display when said display is operating in a standby mode, a terminal management device for managing the portable telephone communication terminal, and a plurality of advertisement broadcast devices, each advertisement broadcast device of the plurality of advertisement broadcast devices capable of storing advertisement data provided by a corresponding advertisement broadcaster of a plurality of advertisement broadcasters, the method comprising:

sending, when a registration request including first information representing that the portable telephone communication terminal is an automatic advertisement display terminal and second information representing a selected advertisement broadcaster of said plurality of advertisement broadcasters designated by the portable telephone communication terminal is

issued by said portable telephone communication terminal, a registration request notification including the first information from the terminal management device to an advertisement broadcast device of the plurality of advertisement broadcast devices to which the selected advertisement broadcaster corresponds;

registering the first information and the second information in the terminal management device when the advertisement broadcast device sends registration acceptance;

transmitting, when the advertisement broadcast device which has sent registration acceptance transmits advertisement data, the advertisement data from the terminal management device to the portable telephone communication terminal in accordance with the registered first information and the registered second information and without intervening action from a user of the portable telephone communication terminal;

automatically receiving, by the portable telephone communication terminal, the advertisement data transmitted from the terminal management device; and

automatically displaying, by the portable telephone communication terminal, the advertisement data received from the terminal management device on the display of the portable telephone communication terminal when the display is operating in the standby mode;

wherein the advertisement broadcast device is able to transmit the advertisement data to the terminal management device at arbitrary times after the advertisement broadcast device sends the registration acceptance.

6. (Previously Presented) The method according to claim 5, further comprising:

canceling registration of the first information and the second information by the terminal management device upon reception of a registration cancel request from the portable telephone communication terminal; and

notifying the advertisement broadcast device from the terminal management device of cancellation of registration of the portable telephone communication terminal.

7. – 8. (Cancelled)

9. (Previously Presented) A storage medium storing an advertisement display program for causing a computer to execute a process in a system having a portable telephone communication terminal capable of communicating with other portable telephone communication terminals utilizing a display on said portable telephone communication terminal and capable of automatically displaying an advertisement on said display when said display is operating in a standby mode, a terminal management device for managing the portable telephone communication terminal, and a plurality of advertisement broadcast devices, each advertisement broadcast device of the plurality of advertisement broadcast devices capable of storing advertisement data provided by a corresponding advertisement broadcaster of a plurality of advertisement broadcasters, the process comprising:

sending, when a registration request including first information representing that the portable telephone communication terminal is an automatic advertisement display terminal and second information representing a selected advertisement broadcaster of said plurality of advertisement broadcasters designated by the portable telephone communication terminal is issued by the portable telephone communication terminal, a registration request notification including the first information from the terminal management device to an advertisement broadcast device of the plurality of advertisement broadcast devices to which the selected advertisement broadcaster corresponds;

registering the first information and the second information in the terminal management device when the advertisement broadcast device sends registration acceptance;

transmitting, when the advertisement broadcast device which is a registration acceptance notification source transmits advertisement data, the advertisement data from the terminal management device to the portable telephone communication terminal in accordance with the registered first information and the registered second information and without intervening action from a user of the portable telephone communication terminal;

automatically receiving, by the portable telephone communication terminal, the advertisement data transmitted from the terminal management device; and

automatically displaying, by the portable telephone communication terminal, the advertisement data received from the terminal management device on the display of the portable telephone communication terminal when the display is operating in the standby mode;

wherein the advertisement broadcast device is able to transmit the advertisement data to the terminal management device at arbitrary times after the advertisement broadcast device sends the registration acceptance.

10. (Previously Presented) The storage medium according to claim 9, wherein the process further comprises:

canceling registration of the first information and the second information by the terminal management device upon reception of a registration cancel request from the portable telephone communication terminal; and

notifying the advertisement broadcast device from the terminal management device of cancellation of registration of the portable telephone communication terminal.

11. – 12. (Cancelled)

13. (Previously Presented) The system according to claim 1, wherein said advertisement data comprises a plurality of advertisements sent at different times without intervening actions from said user of said portable telephone communication terminal.

14. (Previously Presented) The method according to claim 5, wherein said advertisement data comprises a plurality of advertisements sent at different times without intervening actions from said user of said portable telephone communication terminal.

15. (Previously Presented) The storage medium according to claim 9, wherein said advertisement data comprises a plurality of advertisements sent at different times without intervening actions from said user of said portable telephone communication terminal.